

# Creaton: A proposal for a new web platform

---

Dissertation by Lazaros Allilomis

ID number: 1106160036

Supervisor: Assistant Prof. Apostolos Kalfopoulos

School of Economics, Business Administration & Legal Studies  
*A thesis submitted for the degree of*  
Master of Science (MSc) in Strategic Product Design

March 2018 . Thessaloniki – Greece



# Abstract

---

In the early 00s, the recently appeared online communication and social networking totally changed the way “World Wide Web” works. They invaded profoundly and variously in our culture. This new area on the Web created, respectively, the need to think about how a social network is structured and designed in order to be as much effective as possible, for users to maximise their opportunity for online communication, much more further than just exchanging messages. This new need derives from the fact that online communicating has already become a habit, with plenty of possibilities, that tends to emulate a real interaction between people.

As an experienced user of various social networks, that have well established in our lives recently, and due to personal interest, I am eager to explore their potentials. Thus, in this diploma thesis, I attempt to delve more into their benefits and their possible future, through Design Thinking. This human centred and collaborative approach of making people think creatively how to solve a problem, as Tim Brown <sup>[1]</sup> have declared. This research resulted in the creation of a platform, entitled as Creaton. Creaton, primarily aims to group together artists, creators and audience from various territories, as well as to propose a different way of exchanging ideas, through words, sounds and images, with the ambition of a more meaningful and creative communication.

This dissertation was written as part of the MSc in Strategic Product Design at the International Hellenic University, for the second academic semester of 2017.

Also, I would like to give my gratitude to my parents for their understanding, support, and faith in me throughout the two years of my studies. I wouldn't have the opportunity to do this master course without their support.

**Keywords:** Create, Graphical User Interface, Online, aesthetic, Design Thinking

*Lazaros Allilomis*  
09.03.2018

---

[1] Tim Brown is the CEO and president of the innovation and design firm IDEO. This notion has been stated multiple times, during his TED talks or his writings.

---

*I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the Regulations set in the Student's Handbook.*

---

# Contents

---

1. Introduction	7
2. Literature Review	8
2.1 What is the World Wide Web?	9
2.1.2 Web 2.0	11
2.2 The Social Network Approach	12
2.3 It's Not UX vs. UI, It's UX & UI	14
2.4 Social Network Design: UI & UX for communication	15
3. Creative Social Thinking	
3.1 Online networking	17
3.2 Are.na	18
3.3 5 Ideas a day	22
4. Creaton: A proposal for a new platform	24
4.1 Creaton	26
4.2 On Festival	29
4.3 Implementation plan	32
4.3.1 System Overview	33
4.3.2 Basic Hardware, Software & Facilities	35
4.3.3 Website Security	36
4.4. Design patterns	
4.4.1 Creaton	40
4.4.2 On Festival	43
5. Conclusion	47
6. Bibliography	48
6.1 Web References	50

# 1. Introduction

---

Design Thinking is an emerged new thinking process, developed over the past half century. Its foundations are laid in a new design method within design investigation, regarding mainly the understanding of how designers act.

User Interface started from that command-line interface, also known as character user interface (CUI) <sup>[2]</sup>, a mean which allows the user to accomplish different tasks by typing specific commands. Since UI has been created, many things have changed in the way an interface is designed.

Through further research into the way in which users interact within an interface, and based on the above mentioned model of thinking and of course my interests, in this thesis I tried to investigate the design thinking process behind the online social networks platforms. To further explore these concepts, I tried to approach it practically, by presenting the idea of something new.

---

<sup>[2]</sup> Character user interface or command-line user interface refers. Good examples CUIs are MS-DOS and the Windows Command Prompt.

# 2.1 Literature Review

---

In this chapter the concepts of World Wide Web, Web 2.0, Social Network, User Experience (UX) and User Interface (UI) are being analysed and examined, based on a lot of research, thinking and re-thinking.



## 2.1 What is the World Wide Web?

---

The World Wide Web (“WWW” or the “Web”) is a global information medium through which users can read and write via computers connected to the Internet. People usually think that Web is Internet and vice-versa. But this is untrue.

These two are indeed indivisibly connected but they are different things <sup>[3]</sup>. The internet is an endless global network that incorporates a multitude of smaller networks. Thus, the internet clearly consists of technologies, such as supporting infrastructure. Conversely, the Web mediates for communication to happen. In particular, through Hypertext Transfer Protocol (HTTP<sup>[4]</sup>), it enables the exchange of information over the above explained network. To illustrate the difference among the two terms in a simple way, the web is a service that operates over the Internet. Which means that web is activated through internet. In fact, all the data that is uploaded to web through internet is filtered and specified HTTP.

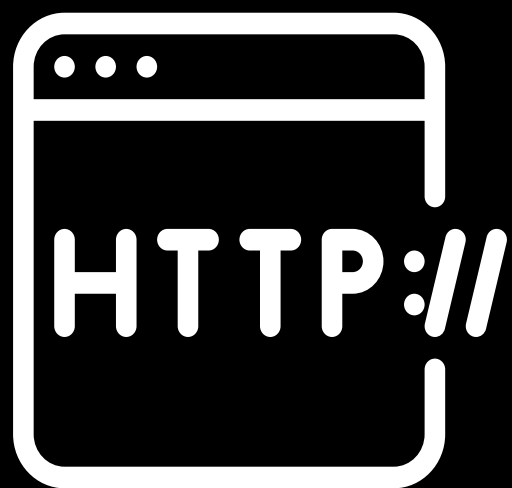
Web was invented by Tim Berners-Lee and the director of the W3C <sup>[5]</sup>, the organization that supervises its upgrowth. The hypertext was also established Berners-Lee, namely the method of instant cross-referencing, which supports communications on the World-Wide-Web, making it easy to link contents from different locations on one web page to content located elsewhere. The import of hypertext in the use of the internet revolutionized the way people act as web users.

---

<sup>[3]</sup> Historically, the Internet protocol suite (TCP/IP) was developed by Robert E. Kahn and Vint Cerf in the 1970s. Later, in the 1980s, research at CERN in Switzerland by British computer scientist Tim Berners-Lee resulted in the World Wide Web,

<sup>[4]</sup> «HTTP (Hypertext Transfer Protocol) is the set of rules for transferring files (text, graphic images, sound, video, and other multimedia files) on the World Wide Web. As soon as a Web user opens their Web browser, the user is indirectly making use of HTTP. HTTP is an application protocol that runs on top of the TCP/IP suite of protocols (the foundation protocols for the Internet).» Belshe, M.; Peon, R.; Thomson, M. “Hypertext Transfer Protocol Version 2, Use of TLS Features”. Retrieved 2015-02-10.

<sup>[5]</sup> The World Wide Web Consortium (W3C) is the main international standards organization for the World Wide Web (abbreviated WWW or W3).



## 2.1.2 Web 2.0

---

In the 2000s the service of WWW started to expand towards different aspects of usability and operation. It gradually gained social attributes, as users got involved with their interconnection progressively. Hence, new forms of online communities, social networking and content among participants (peer-to-peer or simply P2P <sup>[6]</sup>) sharing interfered in the logic of the use of this global network. These new forms became known as Web 2.0, a concept that was first introduced in 2004 at the O'Reilly Media Web 2.0 Conference (O'Reilly, 2005). Web 2.0 does not refer to an update of any technical specification, but to changes in the way Web pages are determined and clustered.

---

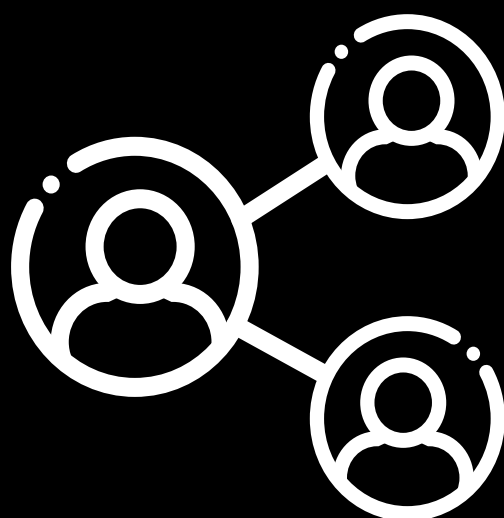
<sup>[6]</sup> Peer-to-peer (P2P) computing or networking is a distributed application architecture that partitions tasks or workloads between peers. Peers are equally privileged, equipotent participants in the application. They are said to form a peer-to-peer network of nodes. (as describe on Wikipedia, searched on 09.02.2018)

## 2.2 The Social Network Approach

---

When a computer network is being in use by at least more than one individual, it creates a social network. Namely, is a group of individuals, organizations or other entities connected by a set of social relationships, such as friendship, co-working or information exchange. Much research, that initially was planned to investigate how people connected and communicated through computers, has, eventually, oriented the analysis on how single users react with their computers, how two different users interact online and how small groups could function by using the Web.

As widespread communication via online networks evolves, for instance in the diverse environment of a workplace or virtual communities, there is a rising demand for designers to go beyond studying single users. The rising relationship between two individuals connected to each other, or even small groups that have been created through computer-supported social networks, need to be examined in terms of interaction and developing future possibilities.



## 2.3 It's Not UX vs. UI, It's UX & UI

---

In the recent years, the terms “User Experience” (UX) and “User Interface” (UI) are oftently used in field of Web Design. With the aim of giving a definition for each of those, we could describe “User Experience” as the abstract feeling people get from using a website, while on the other hand, “User Interface” is the adopted graphics and icons, which allow the user to interact and control an online environment.

In order to delve further into the precise aspect and deliverables associated with each term, it should be clarified that good web design melds “User Experience” and “User Interface” together. These terms are a broad sphere consisting of specific components. Usability, look and feel of any web platform. These three actors can define how users could accomplish an intended task by using an online platform.

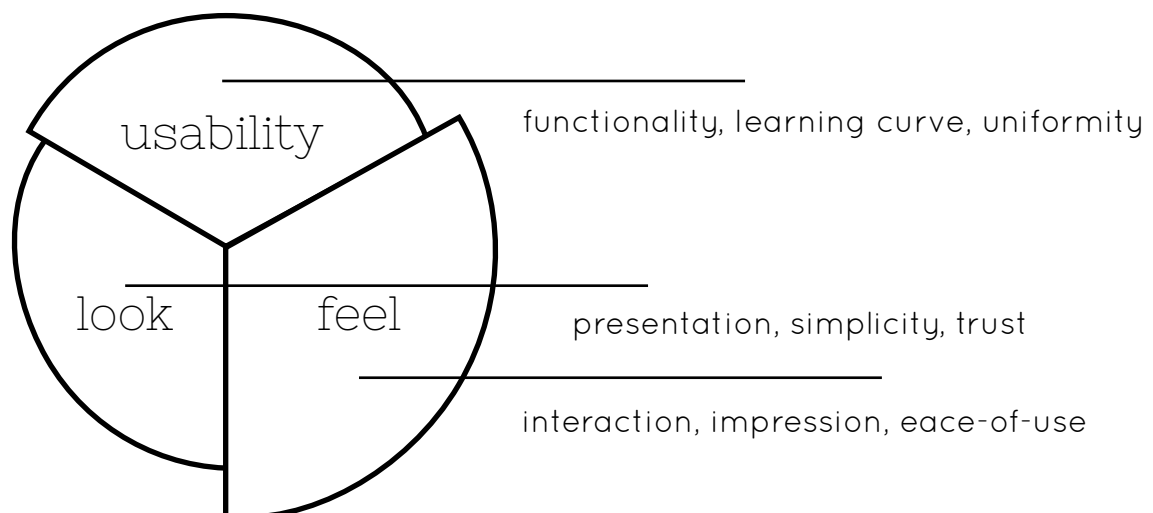


figure 2.1. Diagram of three main actors of UX & UI design.

## 2.4 Social Network Design: UI & UX for communication

---

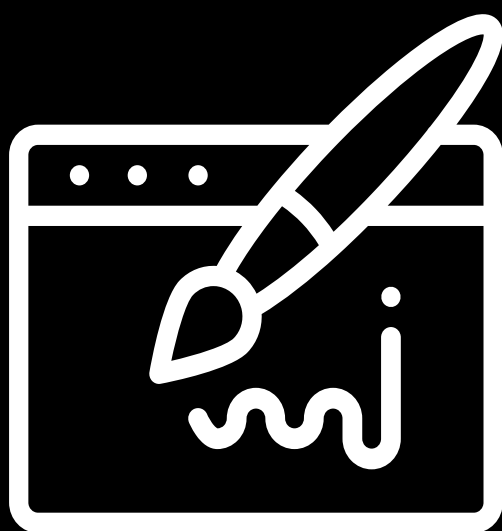
UI & UX design together create the overall experience for the user, while using a platform. There are various factors that affects the success of a social network platform. For example, popularity, quality of content and comfort level of the user. The analysis of the possible elements that build up an interface, is a common way for web designers to educate themselves on how to offer a better engaging and enjoyable user experience. Problems may occur by complex user interfaces, as confusion for the user and therefore delay on reaction, which evidently result in unhappy users. In order to avoid these problems, UI designers should know what make the user interface easily navigable and understandable.

As web application <sup>[7]</sup> world is rapidly expanding, designers ought to stay updated about current trends in the industry and know how to best adapt their applications accordingly. The main core of the designing should be the user's needs. The design outcome should help the user to feel comfortable, and to navigate easily and effectively. Even in an app that he is using for the first time. Since the user experience in Online Social Media <sup>[8]</sup> depends on the preferences and capacities of an individual, an interface should be clean and simply. Without a doubt, there are certain rules that should be followed in order to achieve that. As an example, the play video button is recognizable by everyone. This is because it is universally illustrated with an arrow facing the right side of the screen. Or a search bar, the space where you write keywords to find specific things in a website or an app, usually, contains a magnifier lens. Of course, these rules are based on previously designed interfaces, that have inevitably educated the users of the web. These designing decisions constitutes now the fundamentals of the web design.

---

<sup>[7]</sup> Web application, commonly known as web app, is a computer software, that connects a service from a provider to a client. For example, Microsoft Windows or webmails are web apps.

<sup>[8]</sup> Social media are the most socialised use of the web. Through computer-mediated technologies, they simplify the production and sharing of information, ideas, professional interests and other forms of expression via virtual communities and networks.





## 3.1 Online networking

---

Outside of our familiar social news feeds, the Web may sometimes occur to be a daunting place. Web can easily be complicated and confusing, regarding the reception and the interpretation of each information we encounter each time we browse on it. Additionally, there aren't any official instructions to help us handle the quantity of all the available online information. Albeit online communication has facilitate deeply the interaction among people, digital life has severely started to absorb our fundamental coexistence.

Having and maintaining social network accounts involves a lot more than just dropping off quotes or exchange some instant messages<sup>[9]</sup> a number of times per day. But, of course, internet users restless as they are, have already found a solution for that. There are some who by experiment or not, have chosen to be social while have a specific purpose. Among others, there is Are.na, a website that have a special way to give you inspiration, visions and knowledge, in a collective way.

---

<sup>[9]</sup> Instant messaging is a real time online chat, that offers quick text transmission over the internet, from one user to one or multiple users. This operation is only available through messaging apps, that usually can be found in websites.

## 3.2 Are.na

---

Are.na is an online platform, used by intellectual users that tend to research, explore and connect different things between them. Since its first launch, the main goal of Are.na was to build a platform that provokes the constantly invention of pioneer ways, regarding creative thinking and extensive research. This platform is a free online space that is open to everyone. By identifying your interests, the platform integrates you in a equivalent community, in order to creatively find and get found by others. While it is mandatory to have a personal profile, where you upload or collect similar ideas and images on boards called “channels”, other users may intervene on it by adding things (“blocks”) they consider to be related to the subject of your channels. People may collect anything, by trying to organize their thoughts and manage to satisfy and expand their thinking.

Being part of this community, means that curiosity and collaboration are more important than just exchange messages between traditional media and social networks. Even if someone is writing a story, developing a new product or simply just exploring new interests, this platform is useful and fun. Everything that is connected to the processes of thinking and design could be relevant and helpful, even if it initially seems to be pointless. That’s why Are.na’s intention is to save stuff and create your own collections.

In Are.na different projects could have the same importance also. For example, the plans for National Cathedral of Ghana in Accra, could be next to the last sketch of a junior graphic designer in Copenhagen. Each member of Are.na has his own feed in which he can see their following “channels”. When it comes to processing of thinking and creating, everything is relevant. Web has the power to augment this and to automatically give people the opportunity to discover stuff in abundance.

By looking further on how the platform works, each user's content is structured in a clear and solid way. Each user has a profile, with basic personal information. Furthermore, the content of each profile is divided into three main categories, "Channels", "Blocks" and "Index".

The above three categories are inseparable from each other. "Channels" is the main way to arrange content in a profile. On the other hand, the unit of the content is called "block". To describe it more simply, each "Channel" is a collection of "blocks" linked to each other in a way the user wants. Each "block" entered into a profile could contain a basic title, an audio, an image or video file, a description, as well as some keywords that help to further categorize each "block" and make it easily found by other users.

Based on the content of a profile, the "Index" is created automatically. "Index", as its name implies, is a repertory that contains all the words that the user has used when entering the "blocks". This creates another kind of content categorization that helps other users to explore successfully the content of a profile.

Users of the Are.na can connect to each other in different ways. Everyone has the ability to connect directly to another user, by following him. Thus, he can access all the content uploaded by the other, even the private. Additionally, each "block" from the moment it is uploaded to the platform can be the content of many different "Channels" at the same time. This means that the user can link a specific "block", uploaded by another user, to one of his Channels or another one's channel. This is the ultimate contribution one may have to the process of collection of another user.

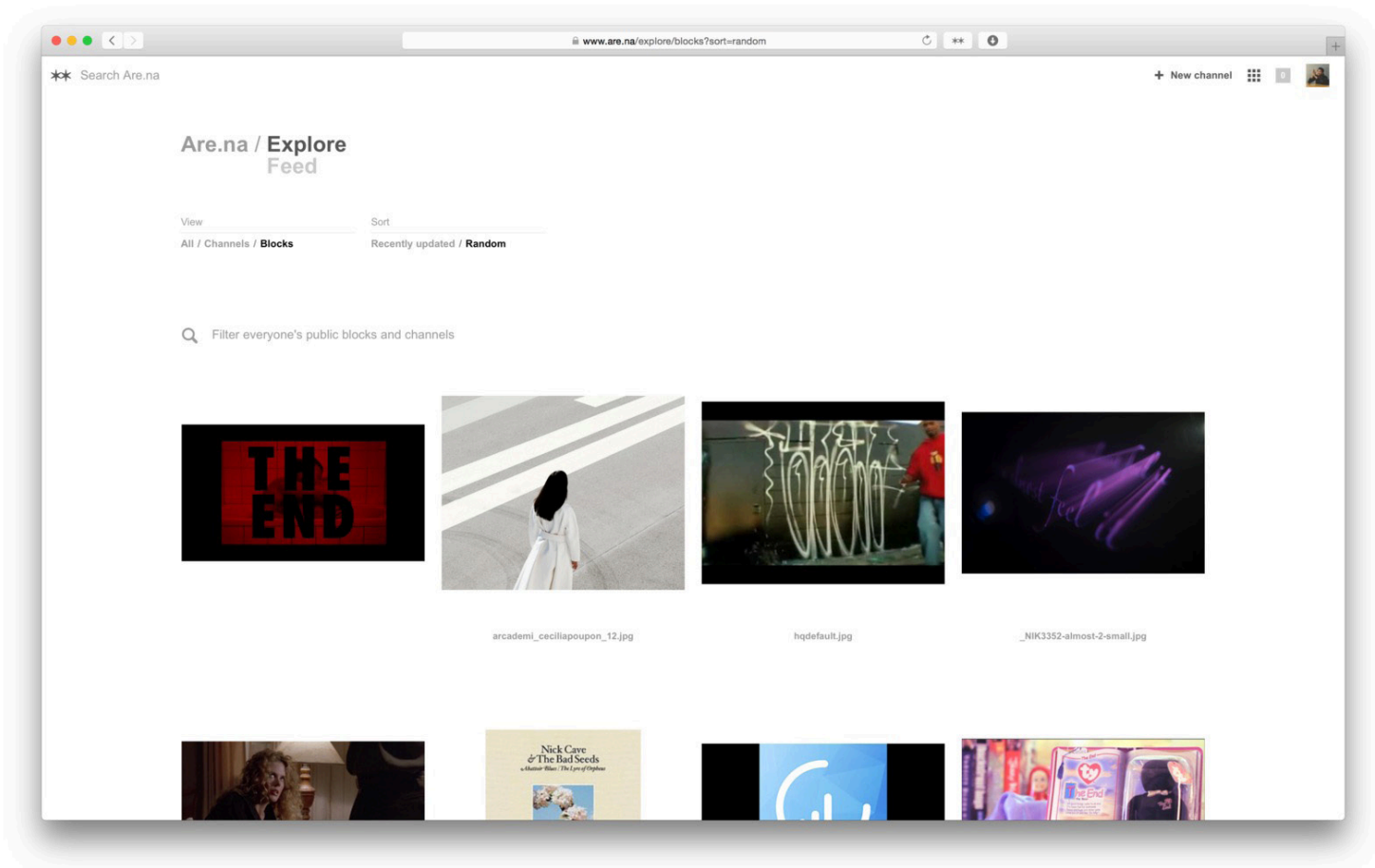


figure 3.1. Personalized newsfeed.

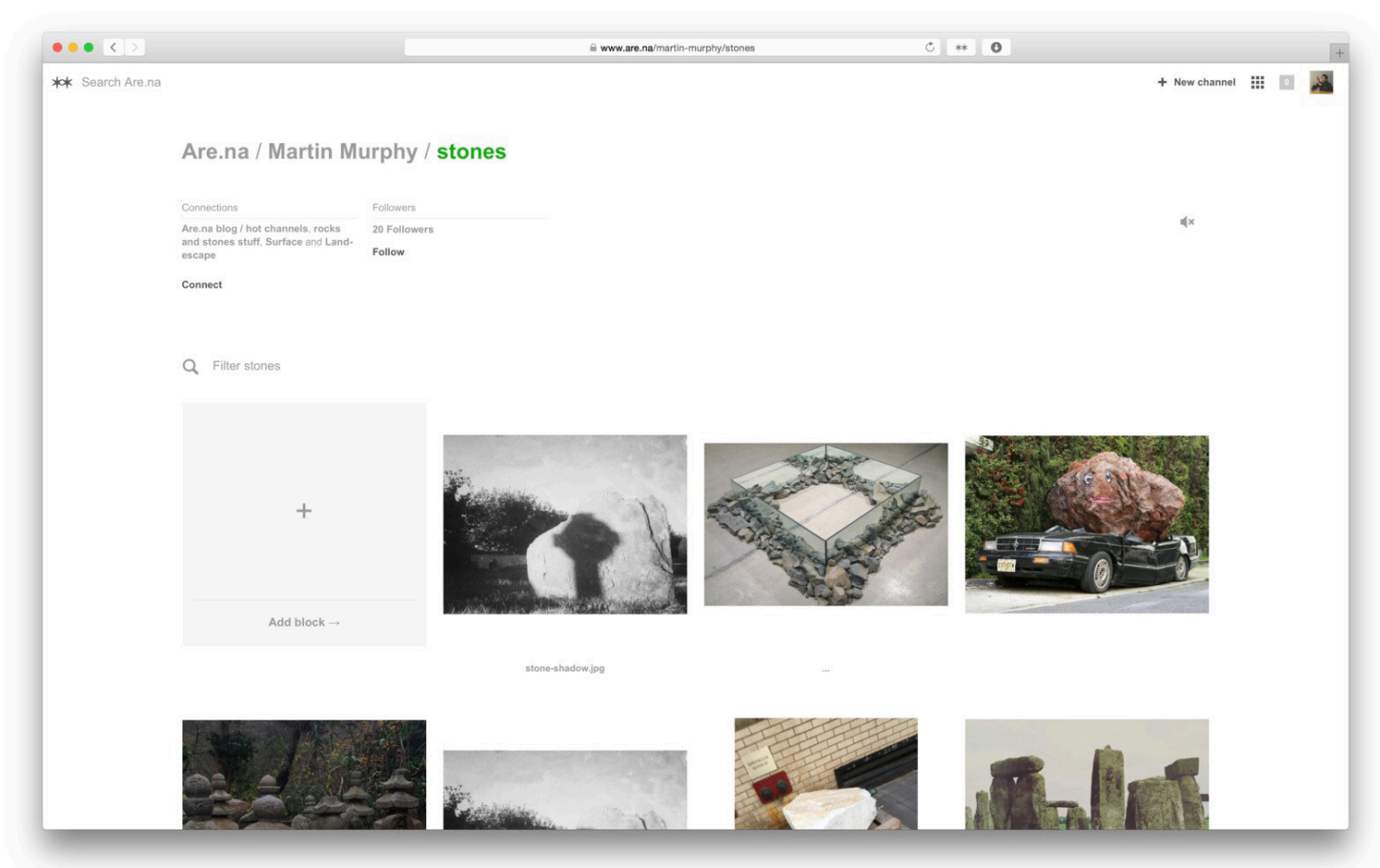
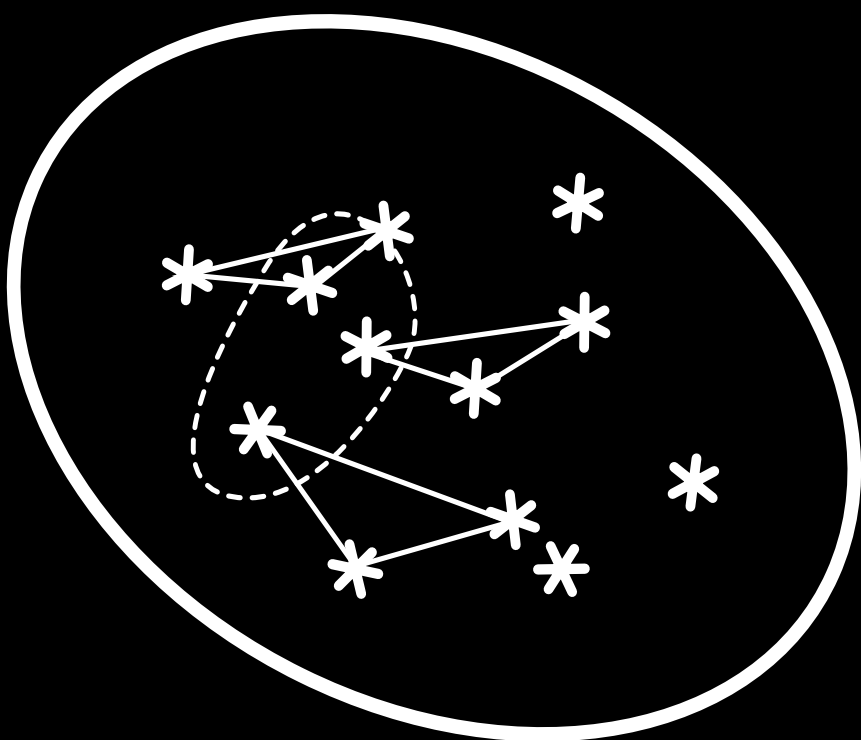


figure 3.2. Personal channel, called “stones”. This channel is open, which means anyone may add a block.



## 3.3 5 Ideas a day

---

This is a good way of transmitting information, images and motive that helps those involved get the necessary supplies to start creating. On the other hand, there are many who just need a good idea to get started and in this case the traditional social networking tools do not usually have a practical solution. The “5 Ideas a day” is exactly that kind of platform, that could unite people who have common concerns and thoughts and they are willing to share their ideas.

The main function of the “5 Ideas a day” platform is that each day it mails a newsletter containing 5 new ideas about small and ordinary things or concrete proposals about innovations. It proposes new ways to inspire alteration on different fields, in a mechanical way. Just as a machine generates a specific amount of a products each time. People may use these ideas in any way they want - or not. They can re-think, change, adjust and proceed to implementation of an idea. Or just laugh and discuss about it with others. People can also react, leave a comment or talk to each other about these specific ideas through this website. In that way, “5 Ideas a day” is trying to convince its audience to push up boundaries, imagine, discover and finally build something new and ingenious.

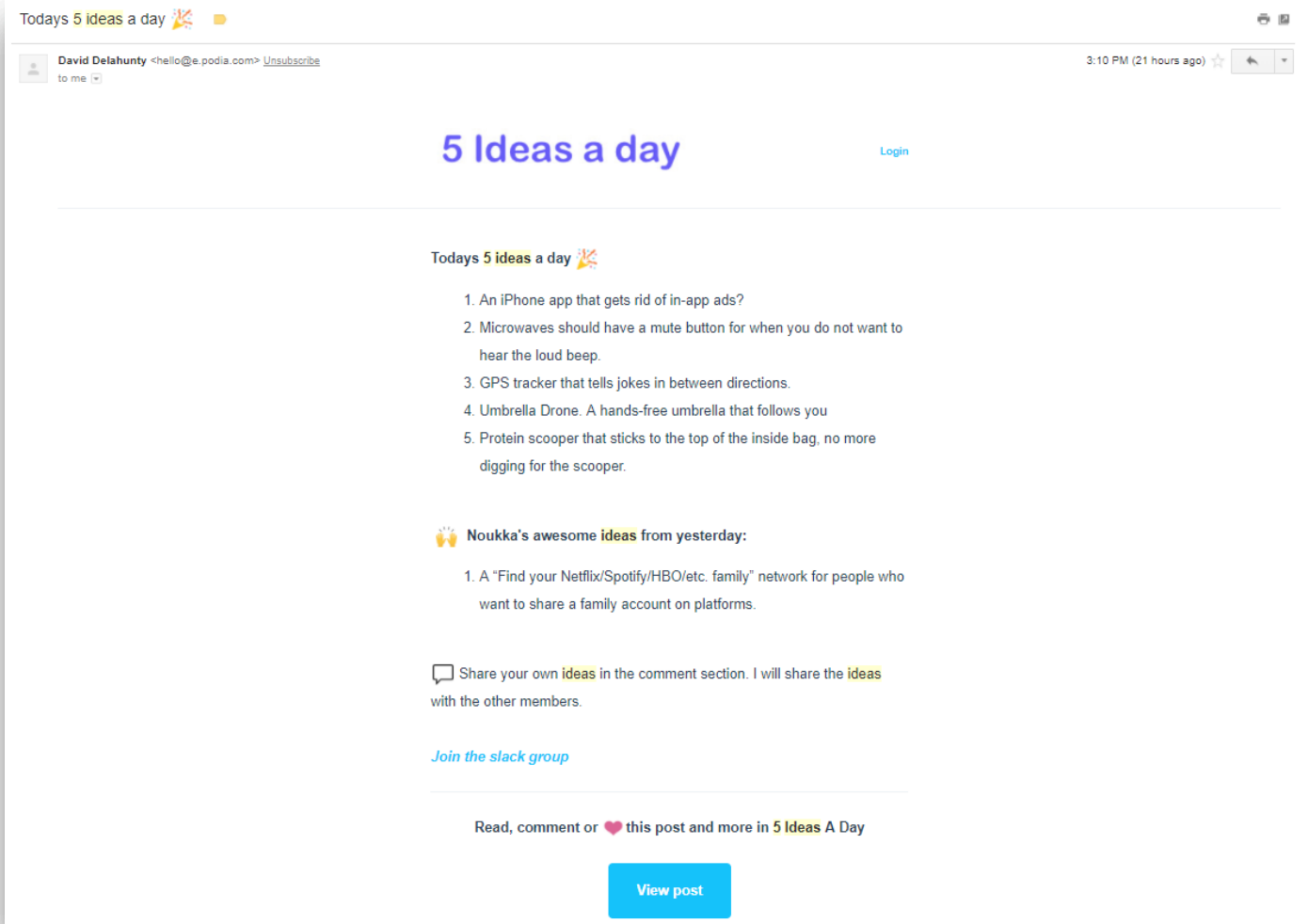


figure 3.3. Newsletter sent by 5 Ideas a day admin.

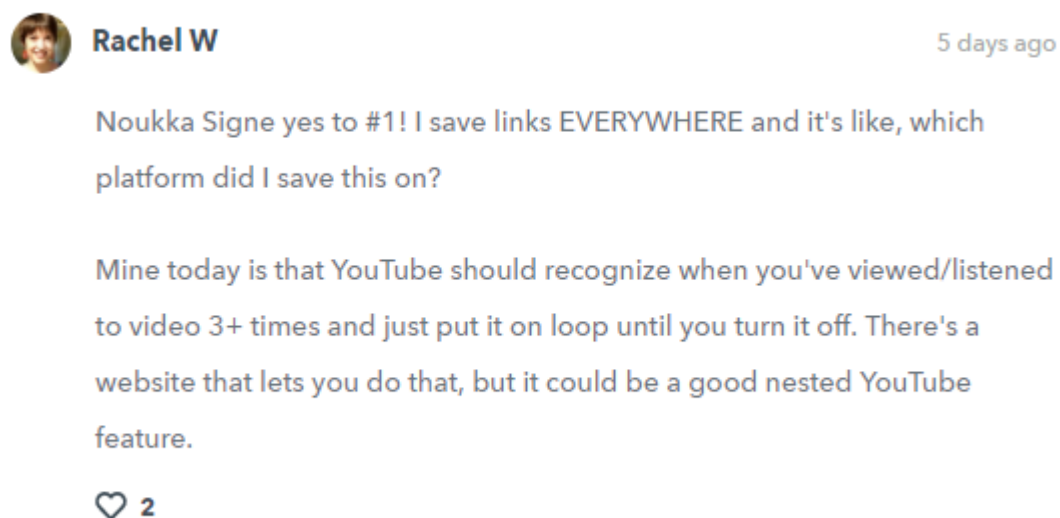


figure 3.4. Comment posted by a user of 5 ideas a day on the website.

## 4. Creaton: A proposal for a new platform

---

One really intriguing and thought-provoking aspect of social network is that it could be the mean for creation. In the way of individuals getting together to create. Art.

What we know most about art is that it has no boundaries. It is one of the most expressive and subjective activity, yet, powerful, seminal and universal. There are neither geographical nor national limitations. There are, of course, cultural based elements in every form of art, but nevertheless, art may efficiently transmit meanings, notions and ideas. Furthermore, original art is formed under the most impulsive and unexpected circumstances. And most importantly, it is done by individuals or groups of individuals for bigger groups of individuals. Quite simply, from people to people. This relationship, surely, is a non linear and unpredictable. Exactly as the relationships formed in an online network are.

For the purpose of this dissertation, and considering the above analysis and the meaning of it, let's make a recommendation: Creaton. Broadly, Creaton is a web platform. Probably, its existence should be best placed in some years ahead. For reasons of facilitation, let's assume that it is already online, fully functional and active.

In consideration of the power of a social network and the related features it has with the creation of art, Creaton endeavors to combine these things. Provoke Creation (create) through a social network, happened online (on) *[figure 4.1]*. In a sincere and open way.



Come on  
Add on  
Share on  
Create on

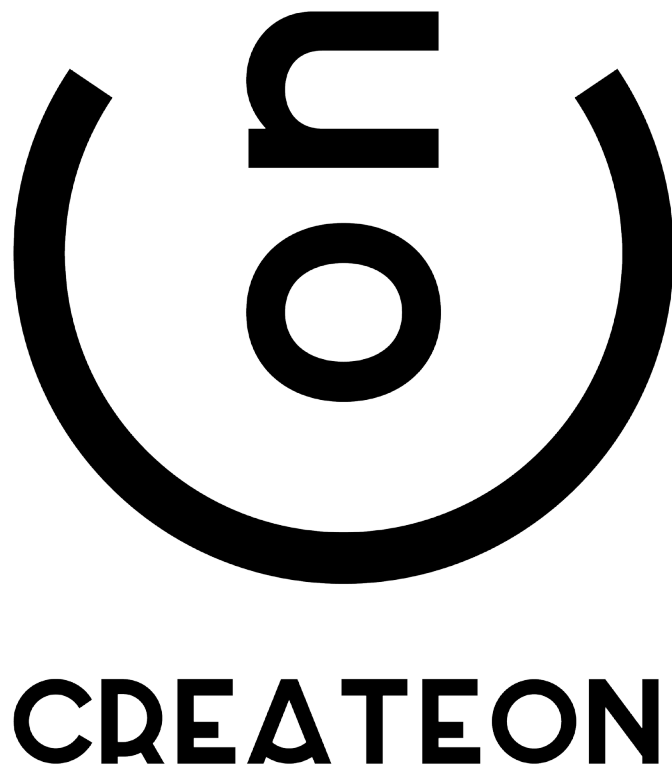


figure 4.1. Creaton's logotype.

## 4.1 Creaton

---

Well, what is Creaton? Primarily, it's an online platform. A social network, functioning exclusively on the web. Moreover, Createon is a networked place to discuss, evaluate, show, promote, discover, and explore art. It generates, organizes and maintains the appropriate field for an art oriented community to be formed and going forward to be productive. Since its set up, it is self-reinforced and expanded in unknown and fruitful ways. The fundamental philosophy of Creaton is to utilize all the benefits offered by the internet in order to foster pure and independant creation, using values as reaction, partnership and open dialogue.

Creaton may be used by anyone evolved or interested in art and formulation. One way either have the role of creator, audience or both. Each member may maintain his own profile as an artist or as a part of the audience *[figure 4.2]*. From the one hand, creators, who may be evolved in the general field of art, such as music, visual art, design, photography, performance, dance, writing, videography, by entering the community have multiple optional activities. For instance, they may upload their work, completed or in progress. They may get feedback on that or start a productive discussion on them. They could exchange knowledge, just as sharing their specialized experience or discussing about theoretical or practical matters. Exactly like an online "agora". Likewise, they may simply share their thoughts. Or they could find and connect with like-minded creators or audience. A relationship that could result in a fruitful partnership. The platform also offers the chance to interconnect practically with others.

Audience, on the other hand, have roughly equal options. They may browse and enjoy artistic samples of work, take part in the evaluation process that helps creators improve their work, get educated and informed on subjects they are interested into, or they may even connect with professional to cooperate *[figure 4.3]*.

Createon has a mission. To explore and expand creative procedures. To build the world's best platform for artists and creative professionals to gain inspiration, feedback, education, community, and job opportunities. Meanwhile, Creaton aspires to be an inspiration destination for millions of people. To support this, creaton is constantly available and growing, with new ideas and features.



Patric Jouis

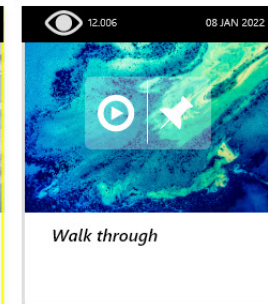
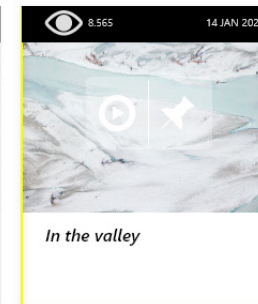
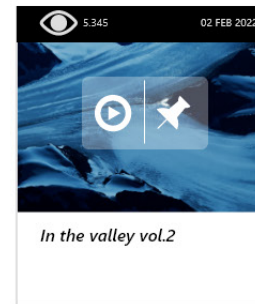
willing to create

Patric' s music is a history lesson, a future lesson, and a comment on the present all at once. And really it is more than a lesson, its a soundscape to these different time dimensions, so that you are hearing and experiencing not only music, but you get the voices of the ancestors, the whispers of our descendants, and the field sounds of the future and past landscapes. He presents an immersive experience in her music that unfolds or unearths some of the hidden dimensions that are embedded in sounds.

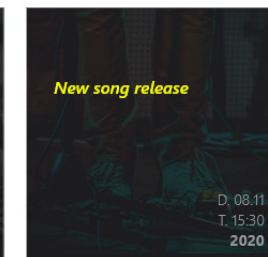
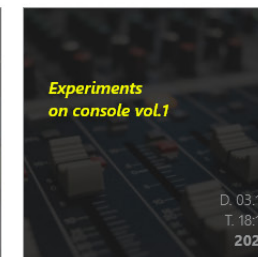
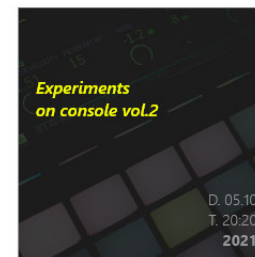
*Abstract | Conceptual | Minimal | New Genre*

FIND SIMILAR

- 📍 Vesoul, FR
- 🎵 Music
- 🌐 patricjouis.com
- 👤 13,157 connections
- ✉️

projects collections

## On Festival sessions



connect



support

figure 4.2. Profile of an artist registered on Creadon.

keywords...

projects / profiles

ALL | Dance | Design | Music | Performance | Photography | Videography | Visual Art | Writing

filters ▼

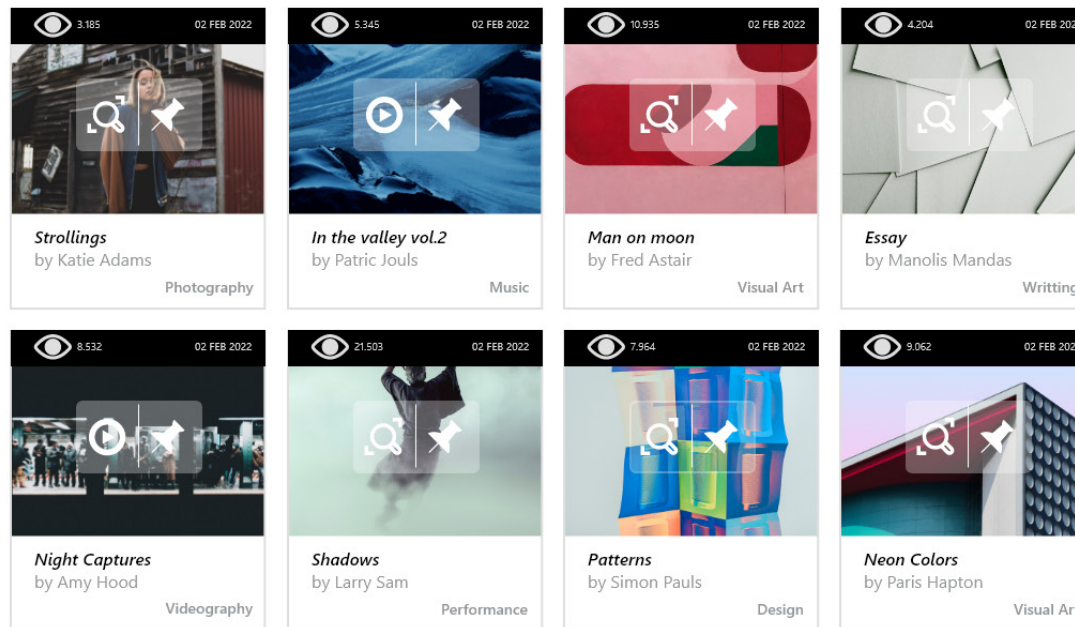


figure 4.3. The discover interface of Creaton.

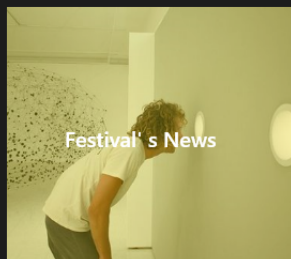
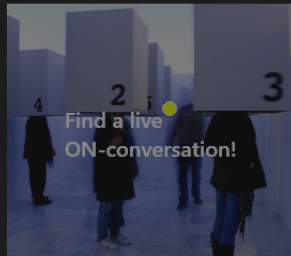
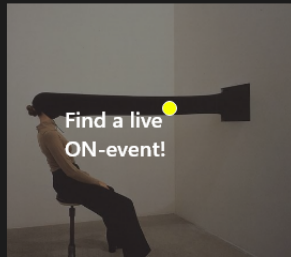
## 4.2 On Festival

---

The first significant feature that emerged through Creaton is the On Festival. As part of Creaton's mission, the Festival gives the power to users to make this small digital world more open and connected. In short, On Festival hostes online events, executed by users, continuously for 7 days each year [figure 4.4]. The main goal of the Festival is to provoke spontaneous creation and accession through live streaming and chat, as a result of a creative year spent on Creaton. Each live event may be on various subject area, overlapping each other and forming a kaleidoscopic program, entirely made by the creative mind of the network [figure 4.5]. Each creator, who is part of creaton's community, may submit his idea for an online event, through the year. After submission, the audience or other creators place their interest on the event, respectively. In order to be accepted and therefore to be on the program of On Festival, the event should to attract at least 50 people. The day and time of the event is up to creator's sole discretion. There is also the option to have a ticket, free or with a small fare. There are no promotional tools available. Creaton and On Festival promotes independent and creative thinking. And, by all means, it emphasizes on the value of the piece of art.

As a principal, On Festival is self-catered. It's content is exclusively rested upon the user's initiatives and ideas. Practical matters, such as quality of transmission and sound is covered by the festival's platform, but there is neither evaluation nor censorship on each live event's content. Spontaneity, in the name of pure creativity, is the incentive.

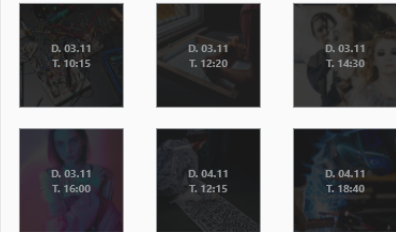
overview



02 - 08.11.2022

Discover the artists  
of ON FESTIVAL!

## your schedule



more >

## Highlights

Artists

Events



Dance urban scaling  
by Jane Blitz



Virtual Painting  
by Phillip Morris



Let's fly on the hills  
by Julian Morey

Support the Festival | Be a partner | Be a volunteer | Be a sponsor |

Stay updated!

Subscribe to ON-newsletter...

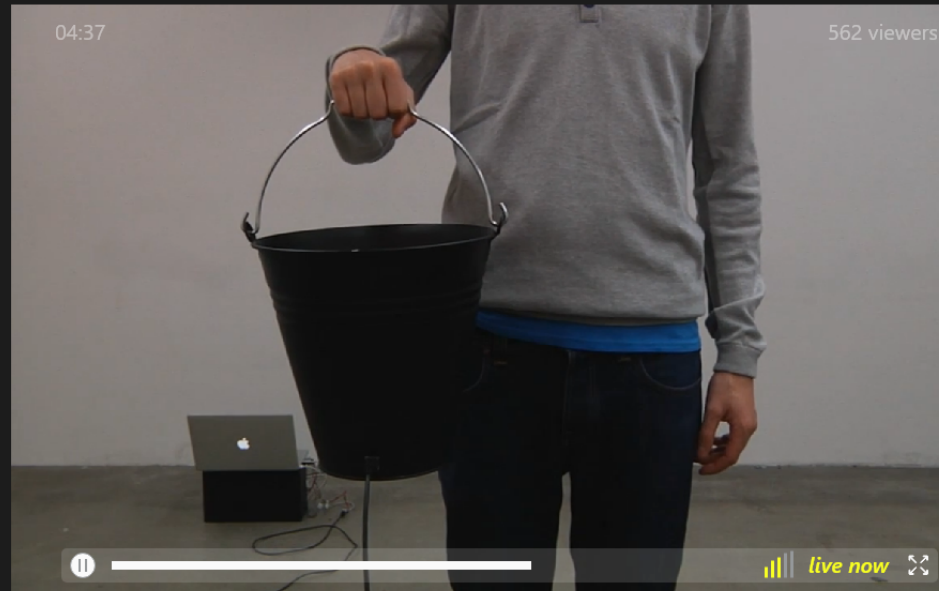


figure 4.4. On Festival's homepage.

## live conversation settings

- 👤 mike g.  
well, this is fun
- 👤 Kathrin Pete  
@Georg Reil where did you find all these?
- 👤 Jane Stones  
I really loved the shoe one!
- 👤 Kail Stivenson  
@Jina You have a point
- 👤 George Peters  
@Georg Reil try it on C
- 👤 Jina Stoerberg  
This could turned up really well!
- 👤 Kathrin Pete  
Creative people may find art everywhere with everything.
- 👤 Sara JK  
This is so harmonious, incredible!
- 👤 Bob Hurray  
The echo + blackness works perfectly!
- 👤 Fitz Fardinh  
The bucket and the coffee grinder are quite ingenious.
- 👤 Leila JDak  
I can't stop watching this.

join conversation...



## Fine collection of curious sound objects by Georg Reil

The arrangement includes six exceptional exhibits from the world of sounds and acoustics. At first sight looking trivial, each object incorporates a very unique ability.

## Performance

27 FEB, 2018  
21:00-22:00 GMT+2



support

Experimental

Music

Abstract

Sound

keep notes...

treading now

your schedule



related

most appreciated artists

figure 4.5. A sample of a live event happening On Festival.

## 4.3 Implementation plan

---

Implementing a brand-new web platform is an extended project. All the many small pieces that constitute it, need to fall into place, in order to be prepared in advance for any difficulty that may arise while the platform is live and working.

One could argue that a website is a set of different web pages, which have some kind of connection between them. There are various kinds of content management systems <sup>[10]</sup>, like Wordpress, Joomla or Drupal which are the most popular, when it comes to a new website that need to be editable and amendable. Simultaneously, every webpage is written on HTML, a specific programming language. A website is also running from a main server <sup>[11]</sup>, which could be a large network, like internet or even a local network. The above will be analyzed below, along with some of the basic requirements for the operation of the website.

---

<sup>[10]</sup> Through a Content Management System or just CMS software one may publish and modify organised digital content.

<sup>[11]</sup> Server is a device (computer) or a computer program that manages access to a centralized resource or service in a network.



## 4.3.1 System Overview

---

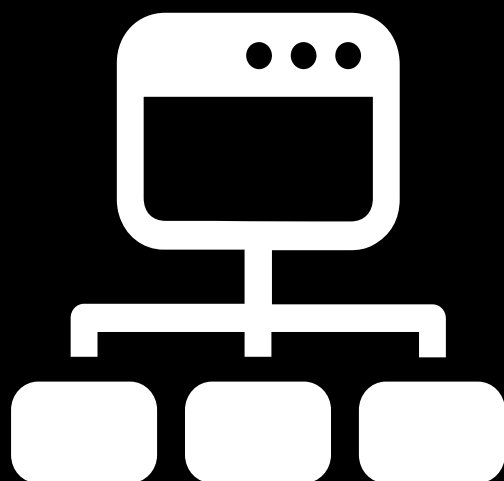
The first thing that is expected to be considered is the need for an Adaptive Website<sup>[12]</sup>, because the devices that people uses are varying, depending on the operating system, the process speed or the screen size. The main device categories are personal computers, either desktop or laptop, smartphones and tablets. As might be expected, other devices obtaining web-enabled screens like wrist-watches, refrigerators and many other everyday appliances, should also be considered.

Afterwards, the project input's should be defined. This means that all the necessary material and information for Creaton should be pre- collected and assessed. There is always a specific workflow encompasses the useful standards and protocols. Likewise, a design of a workflow diagram<sup>[13]</sup> will help to identify possible faults and increase the time usage.

---

<sup>[12]</sup> There is also the Responsive Web Design that, in combination with the Adaptive Design, results in the most proper solution for Web Design.

<sup>[13]</sup> The workflow diagram is a process that through graphic elements like standardized symbols and shapes, leads step by step to an overview on how your work is completed from start to finish.



## 4.3.2 Basic Hardware, Software & Facilities

---

Initially, regarding the hardware part, the main part, there is a need for a system consisting of at least 5 computers for the initial design, implementation and support of the Creation, as well as a server that will “host” the website. In case the number of users exceeds the original expectations, the capacity of the server may need to be upgraded accordingly.

For first use period, the artists’ events will be broadcasting through the live streaming of the festival, but with their own equipment, provided that they meet the necessary qualifications. Thus, in the initial stage of operation, no mass equipment will be needed for video recording, recording or retransmission.

At this point, as regards software, it could start implementing, based on the “Content Management System” that has been decided to be used. In this case, Wordpress will have this role, as it has enough ability to design and create an effective website and it’s also easy for any website’s administrator to manage. Wordpress 4.9.4 is the most recent available version right now.

Concerning the design and layout, the main layout has already been designed (see of chapter 4.1-4.2). The design was made entirely on Adobe Experience Design Software, a useful UX/UI design, prototyping and collaboration tool developed and published by Adobe Systems. Mainly, it allows vector design and simply interactive previews, while it is simply connected to other Adobe’s Creative Clouds <sup>[14]</sup>.

---

<sup>[14]</sup> Adobe Creative Cloud is a set of over than 14 applications and services from Adobe Systems, a computer software company. They are broadly used for design, editing and cloud services. Previously and until 2012, Adobe was launching Adobe Suites

For the Creaton's platform, the design is custom made. Certainly, some Wordpress content widgets will be inserted, in order to enhance the website's function, without making it heavier. Besides, the widgets are especially created to provide an easy and simply way to use and structure control of the interface.

With the primary goal of avoiding data overloading, the live streaming will be provided through an implemented system, similar to Youtube Platform, which will intervene for any live event. Thus, only basic equipment and a single online connection will be required by the user to watch or publish an event. This will make it easier to participate in the festival, as well as the simultaneous viewing of the video by a large number of viewers will be easily possible.

Also, alongside the Festival, and after the end of each live event, the video will be uploaded and saved to the personal profile of the artist. Respectively, it will be kept to the platform's archive for later analysis and viewing by new or existing users. All the users will be notified, according to their will, after the addition of the new videos. Thus, the chance of missing some events gets minimized.

In terms of search and discover functionality within the platform, wordpress provides its own search engine through a widget that is directly linked to the page's database as well as to Creaton's and Google's search engines. At the same time, the user can choose the artist category he wants and then apply filters during the search to achieve the best result.

A social networking website, like Creaton, is focused on reflecting and building relations between its members. This could be achieved through sharing interests, activities, online events and different forms of reaction. The main mean for immediate communication through the website, will be the written language, either from the basic messaging platform, or through the chat that will run during the festival days and allow conversation between two or more users.

## 4.3.3 Website Security

---

Browsing a website through many different secured Local Area Networks (LAN) <sup>[15]</sup>, is an additional security risk. So, another important part for the appropriate operation of Creton is the security of each user's personal data, terms of use, and platform's policy. Actually, the main purpose of someone violating a website is not to intercept files, but to use the server hosted on the page for his own use and perhaps to host files and websites with illegal content.

There are many ways in which a website could be protected against any violation. One of these is the continuous upgrading of the software used to build the website. Albeit, for many this is for granted and negligible, but the certainty that any software used to run a website is upgraded, can prevent dozens of problems.

At the same time, the inserted data validation should always be done both on the browser and server. The browser can record simple errors such as mandatory fields that are empty or wrongly filled, so when an error is occurred, browser captures it. If the proper control isn't working, then the malicious code or script code might turned into the database, which can cause undesired errors in the operation of the site.

---

<sup>[15]</sup> Local Area Network is a computer network that links computers within short distances. Controversy, there is the Wide Area Network (WAN) that covers larger areas.

It is also important to mention that the use of complex passwords<sup>[16]</sup> is necessary to protect the website admin platform. Also, another advantage of a complicated password that contains many characters or symbols, it that, over time, it could lead to a better protection of the site's information. Passwords should always be stored as encrypted values, preferably using an algorithm like SHA<sup>[17]</sup>, which allows the comparison of encrypted values. For further site security, an effective way could be to require code change at regular intervals.

Finally, another key piece of security on the website is to ensure the copyright of artists. In order to secure the rights of each artist upload, there will be a cooperation with "Believe - Distribution Services" company, located in France. This company keeps its own database, where every audio-visual record is stored before uploading to any digital platform. At the same time, all the personal details of the artist, as well as the platform that manages each file, are captured, while there is the ability to deliver any release securely on any other audio or video platform, like Spotify, Deezer, Tidal or Youtube, in the highest quality.

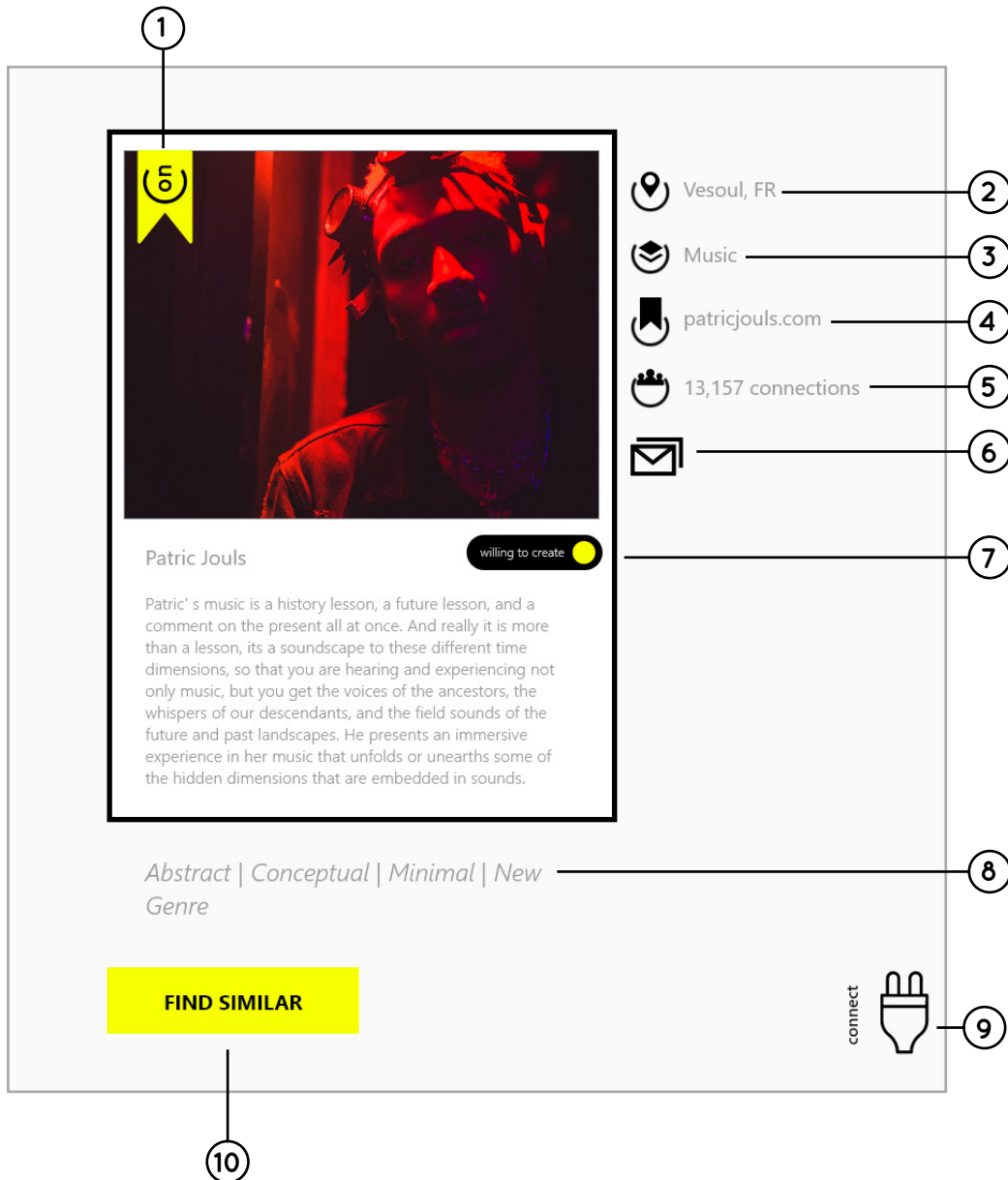
---

[16] A password is a word or string of characters used for user authentication, in order to gain access to his account and profile.

[17] Secure Hash Algorithm or just SHA is a cryptographic function to provide security against well funded opponents.



## 4.4.1 Creaton's Design Pattern



**1. On Festival Badge:** Given to any user who has taken part in the previous version of On Festival with one or more live events.

**2. Location:** Indicates the cultural and educational background of the artist.

**3. The work field of the artist:** You may find him in this category. He is automatically grouped with other user with similar artistic occupation.

**4. Personal Website:** External links owned by an artist indicate his professionalism and his taste as a personal statement.

**5. Number of Connections:** Specific amount of other Creations users to whom he is connected, showing his engagement and preoccupation with the network.

**6. Contact:** Personalized way to communicate. Mail, mobile phone and social media links may be given.

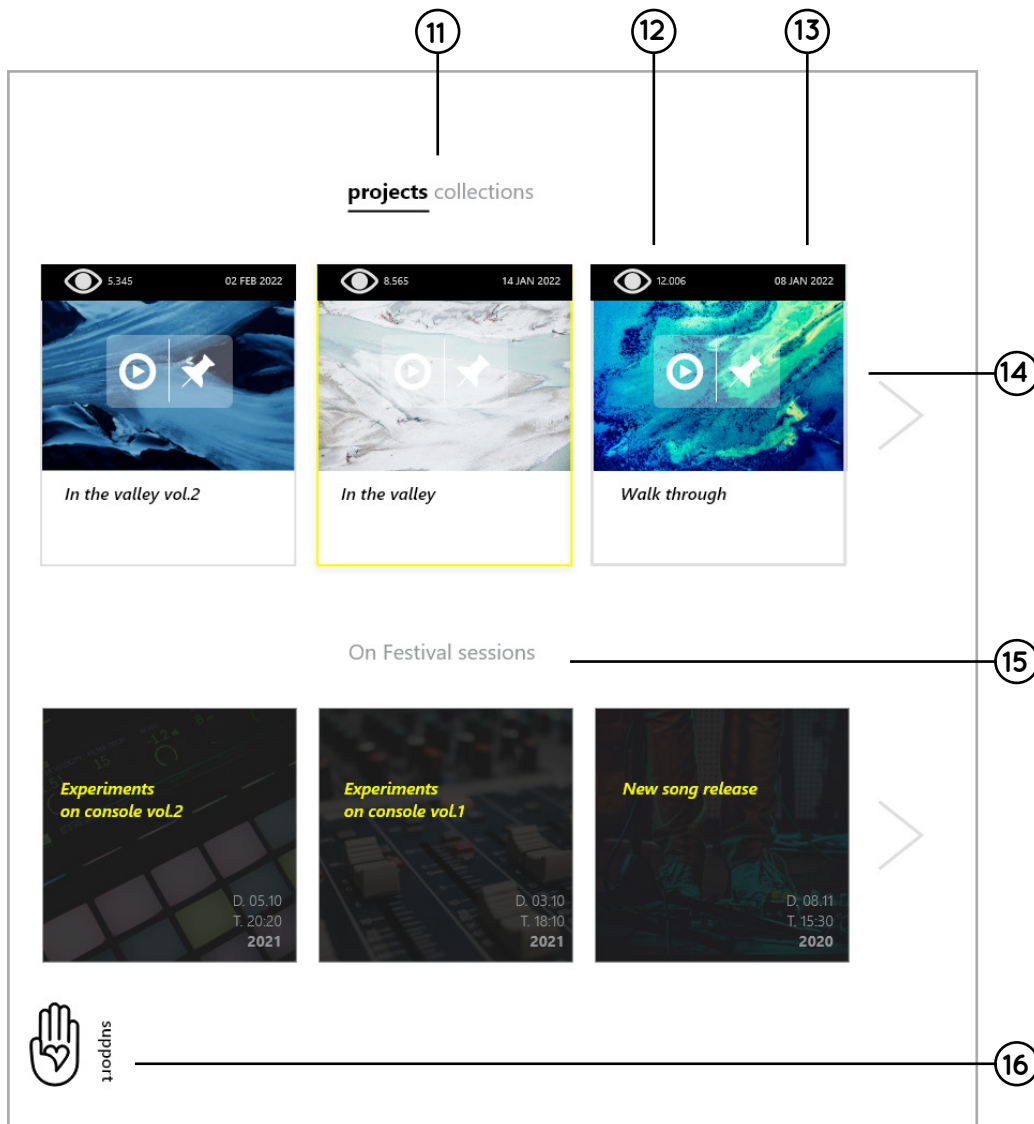
**7. Willing to Create:** This button can be ON or OFF by the artist according to the willingness and availability to be part of a teamwork or to get hired.

**8. Filters:** Displaying the most used tags based on the artist's choices to categorize his published projects. (These may change in time according to the artist's newest and oldest activity).

**9. Connect:** Asking the artist to connect or just simply follow his activity.

**10. Find Similar:** Creaton's suggestions based on this artist. This button opens a new tab, displaying similar profiles or projects.





**11. Projects/Collections:** Choose whether you're viewing artist's own work or projects of others he has saved.

**12. Views:** How many click this project has till now.

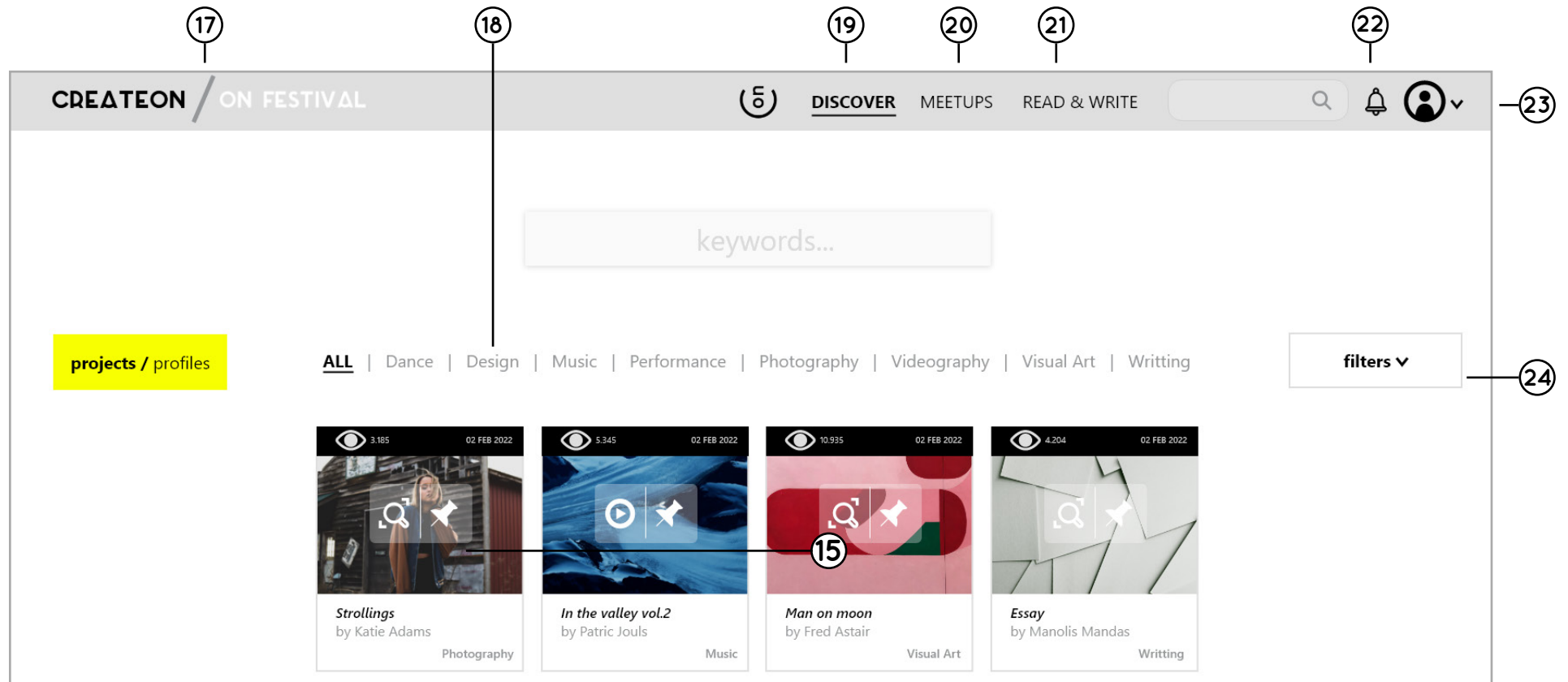
**13. Date:** The exact date this project has been published.

**14. Play:** By clicking this button a pop-up page opens, for a more detailed view of this project.

**Pin:** You have the option to keep this projects to a collection of yours. Thus, you may easily archive it and find it anytime.

**15. On Festival Sessions:** Displaying archived online events presented by the artist on previous On Festivals.

**16. Support:** You have the chance to finance this artist and motivate him to keep creating. By pushing this button, a message opens informing you about the transition to a secure environment of e-banking for your transaction.



**17. Header Main Button:** Choose to view either Createon's or On Festival's website.

**18. Categories:** You may choose to view according to a main category or all of them.

**19. Discover:** On this part of the menu you may browse artists and projects clustered and filtered. You may also search by typing keywords.

**20. Meetups:** The available and scheduled open discussions.

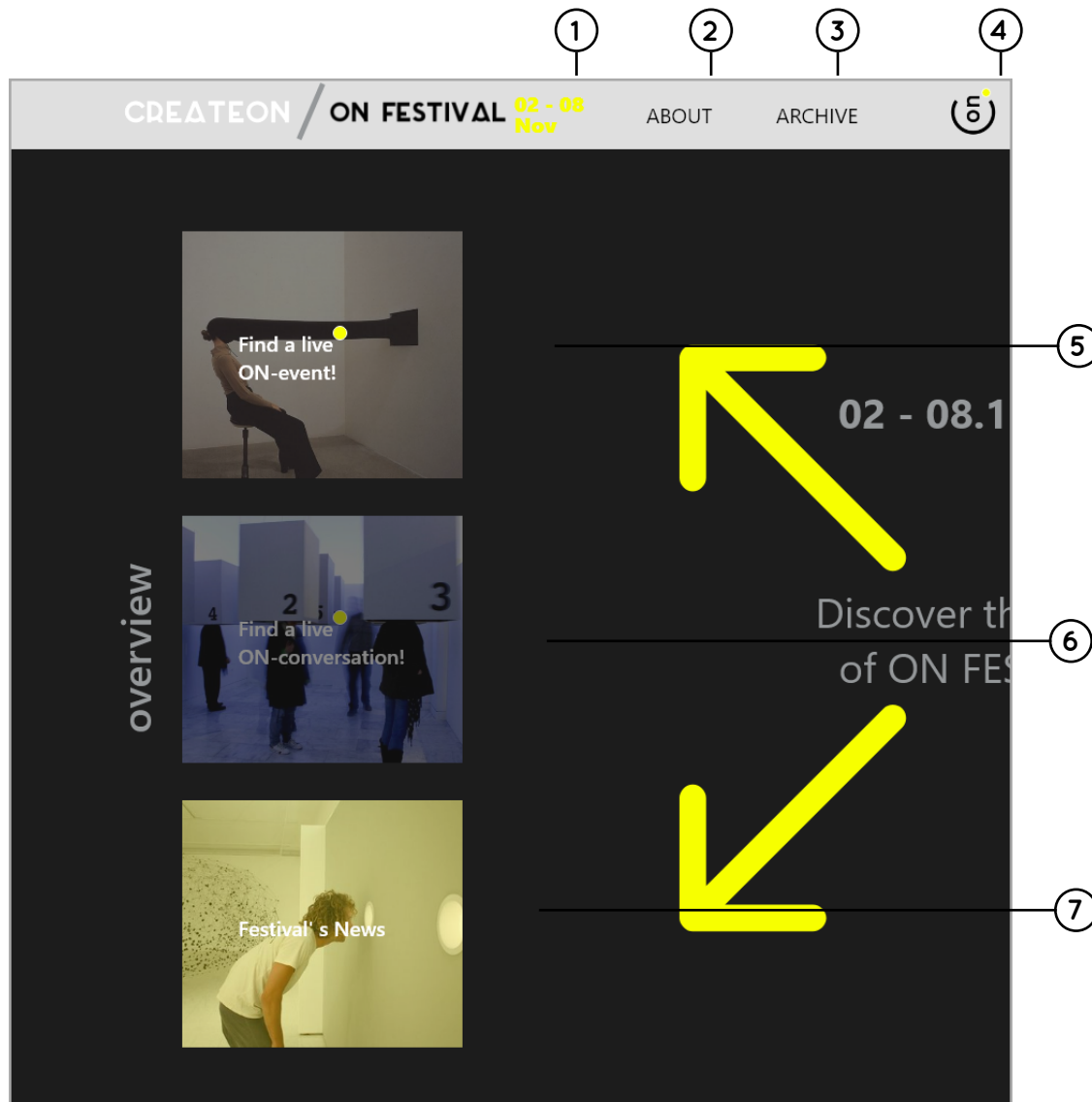
**21. Read & Write:** A blog kind page on which anyone may share his thoughts on any matter or read others' ones. You have also the ability to comment and react on these posts.

**22. Notifications:** You get notified each time a user reacts with your profile or your projects.

**23. Personal Account:** You could configure your personal details and settings through this drop-down menu.

**24. Filters:** By clicking on any filters showed on the drop-down menu, you may specify your search.

## 4.4.2 On Festival's Design Pattern



**1. Festival's Date:** Displaying only when festival is upcoming or happening.

**2. About:** The general information about the festival and frequently asked questions.

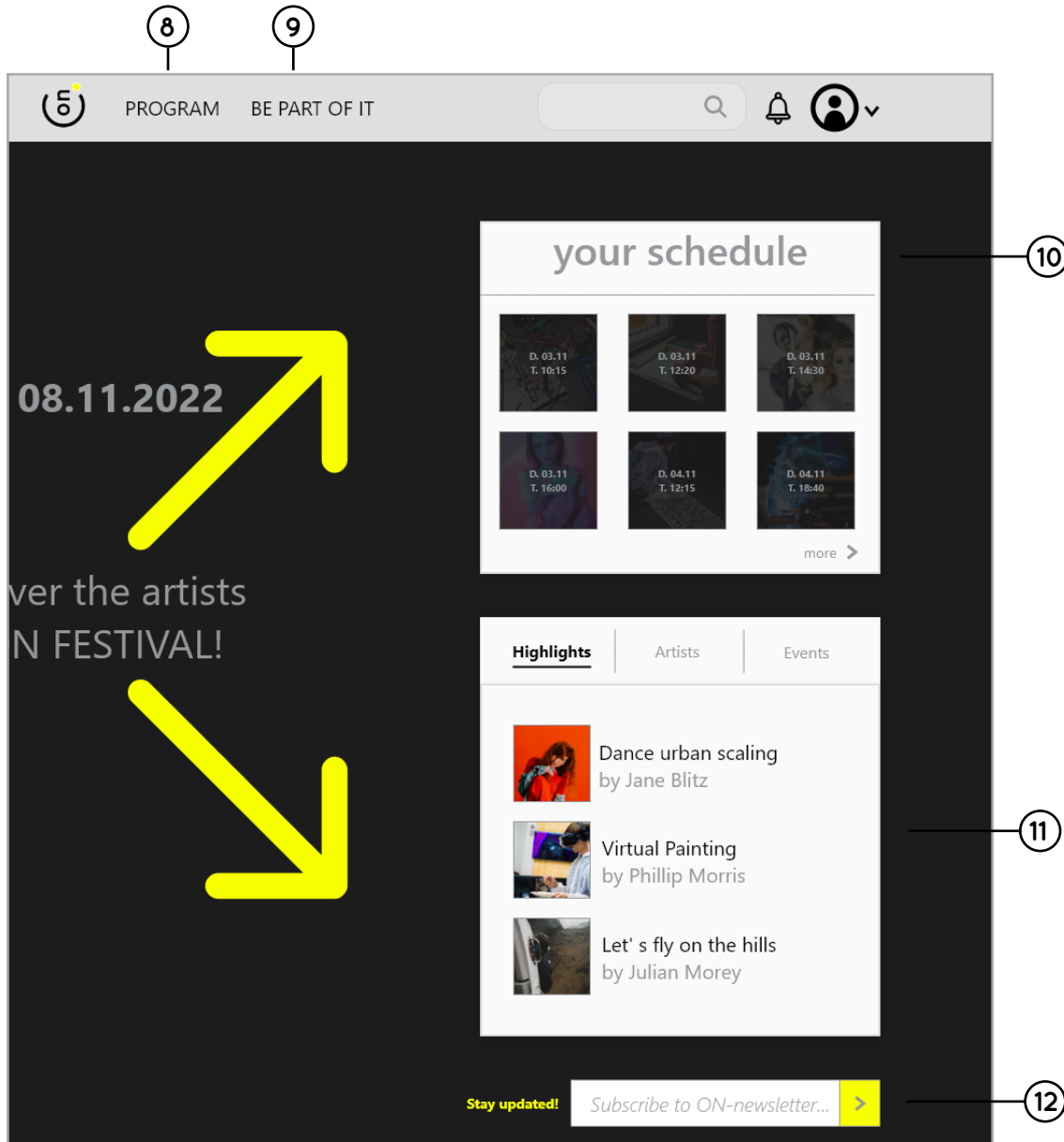
**3. Archive:** The history and the previous versions of the festival. You may search and find all the online festival's events presented.

**4. Logo Header:** The yellow bullet is displayed when the festival is active.

**5. Find a live ON-Event:** On-Festival has started. Join one of the available events through a complete list with featured artists related your interests.

**6. Find a live On-conversation:** If you're looking for mind-expanding presentations, On Festivals panels discussions bring together some of the brightest pioneer artists!

**7. Festival's News:** You may find all the breaking On-Festival's news and updates.



**8. Program:** Find the current festival's analytic program. You have the ability to save the events you want to watch, make your own program and get notified when the time comes.

**9. Be Part of it:** In this section, you'll find all the available ways to contribute to the festival. As a financial supporter, media partner or press for the festival's journalistic coverage, volunteer on the online events and sponsor for the enhance of the website operations.

**10. Your schedule:** Discover what's next on the festival's schedule, based on your own choices. You also have the ability to activate notifications about your upcoming saved events.

**11. Highlights/Artists/Events:** You may easily find highlighted performances or discover similar festival's artists and events.

**12. Newsletter:** Submit your personal email, join our list and get notifications about festival's news, line up and more announcements.

13

14

CREATEON / ON FESTIVAL 02 - 08 Nov

ABOUT ARCHIVE (5) PROGRAM BE PART OF IT

**live conversation** settings

mike g.  
well, this is fun  
 Kathrin Pete  
@Georg Reil where did you find all these?  
 Jane Stones  
I really loved the shoe one!  
 Kail Stivenson  
@Jina You have a point  
 George Peters  
@Georg Reil try it on C  
 Jina Stoerberg  
This could turned up really well!  
 Kathrin Pete  
Creative people may find art everywhere  
with everything.  
 Sara JK  
This is so harmonious, incredible!  
 Bob Hurray  
The echo + blackness works perfectly!  
 Fitz Fardinh  
The bucket and the coffee grinder are  
quite ingenious.  
 Leila JDak  
I can't stop watching this.

join conversation... [o]

04:37 562 viewers

*Fine collection of curious sound objects  
by Georg Reil*

The arrangement includes six exceptional  
exhibits from the world of sounds and  
acoustics. At first sight looking trivial, each  
object incorporates a very unique ability.

**Performance** 27 FEB, 2018  
21:00-22:00 GMT+2

Experimental Music  
Abstract Sound

support

16

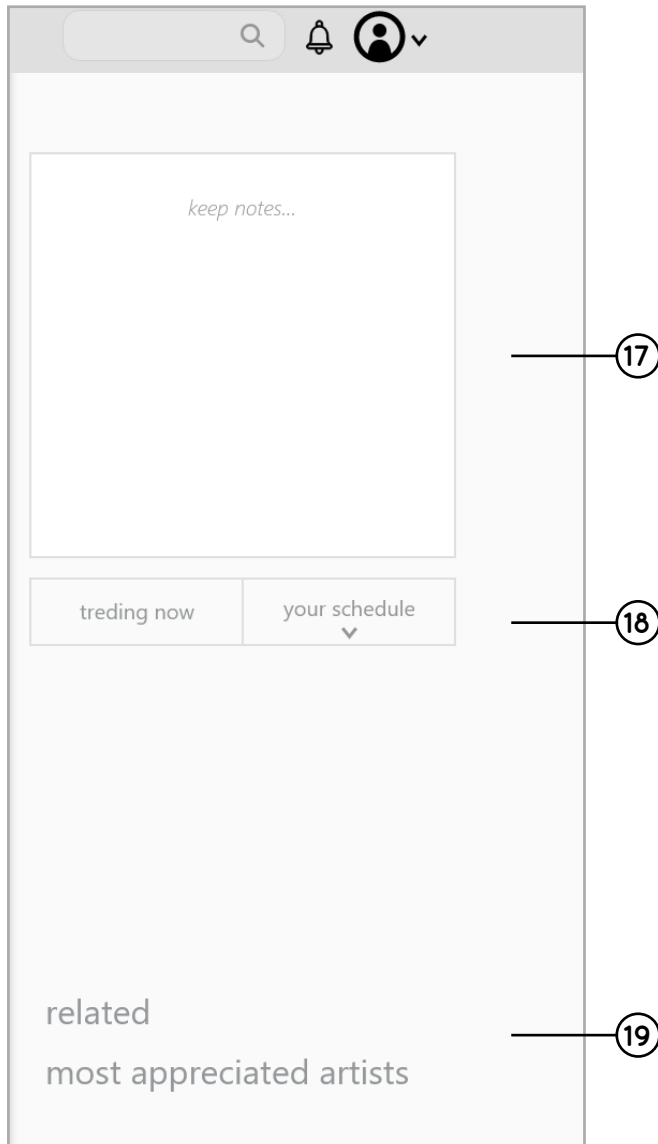
### 13. Live Conversation/Settings:

In this section, you may communicate instantly with other online viewers, discuss about the current performance, give feedback and don't forget to use the people matching "@".

**14. Minimize:** You may minimize this live event, so you could discover more things happening right now, without stop viewing/listening this.

**15. Video Player:** Through this bar you may change your video player settings. Turn up the volume, pause or stop, set full-screen mode and on the top of the screen find screening time and online viewers number.

**16. Event Info:** The event's main details will be displayed on this part. By clicking on the artist's name you automatically go to the artist's profile.



**17. Keep Notes:** Annotate is important, capture what's on your mind, you may use it later at the right place or time.

**18. Treding Now:** The pulse of what's trending on the festival! Check the latest and most viewed events, profiles, news and everything else of what's people are watching right now.

**Your schedule:** In this section, you have the ability to see your whole festival's schedule, based on the events you have chosen to see!

**19. Related & Most appreciated artists:** Two lists in which you can find a catalog with the related on what you're seeing or maybe the most important participants.

## 5. Conclusion

---

Having discussed the main aspects of online social networks on a design and usability level, as well as their purposes and benefits, I shall provide an overall account of my study. First of all, in my project I analysed the process of using an online social network in level of communication and connection between the different kinds of users, as well as the design principles, patterns, call-to-action buttons and other useful tactics for networks development. As noted, the process of member's interaction is also consider to be important for the successful operation of these kind of web platforms.

Having taken these factors into consideration, I implemented while designing a new platform named Creaton, suitable for use of a specialized group of artists and art supporters. Specifically, this social network addresses to any kind of artist who wills promote and expand his work through the internet. Users can discover other's projects, connect to each other, find new ideas and cooperate.

Furthermore, I moved on designing ON Festival, an online festival for any Creaton's member. On Festival is helping creative people achieve their goals independently. A Creaton's user is authorized to create his own online event, that could constitute an essential destination for virtual sessions, global professionals, showcases, screenings, webinars and a variety of networking opportunities. It's there for everyone and proves that the most unexpected discoveries happen when diverse topics and creative people come together.

As a general note, and after having fulfilled the above, I argue that, with further improvements, these kind of social networks have potentials to become educative, productive and pioneer.

# 6. Bibliography

---

- Ambrose G., Harris P. (2010) . Design Thinking. Switzerland: AVA Publishing SA
- Andrei K., Redfield L., Backman S. (2014) Implementing a New Website: Planning Your Approach, IdealWare
- Aranyi, G. (2017). Developing a psychological model of end-users' experience with news Web sites. PhD thesis. Teesside University
- Badke-Schaub P., Roozenburg N., Cardoso C. (2010). Design thinking : A paradigm on its way from dilution to meaninglessness? In: K. Dorst, S. Stewart, I. Staudinger, B. Paton
- Belshe, M., Peon, R., Thomson, M. (2015). Hypertext Transfer Protocol Version 2, Use of TLS Features.
- Berger W. (2009). GLIMMER: How design can transform your life, and even maybe your world. New York: Penguin Press.
- Bouchard J. (2013). Design Thinking: Exploring Creativity in Higher Education. Master Thesis. Michigan State University
- Bowman W.J. (1968) . Graphic Communication. New York: John Wiley & sons, Inc.
- Casakin, H. P. (2007). Factors of metaphors in design problem-solving: Implications for design creativity. International Journal of Design, 1(2), 21-33. Retrieved from: <http://www.ijdesign.org/>
- Grefe, R. (2011). Experience design is the only design. Design Management Review
- Hanttu A. (2013) . Design Thinking as a Phenomenon. Master's thesis. Aalto University School of Art, Design and Architecture, International Design Business Management
- Henriksen T. (2015) . Between the three of us- How to design for trust in digital services. AHO presents
- Holman D., Girouard A., Benko H., Vertegaal R. (2012). The Design of Organic User Interfaces: Shape, Sketching and Hypercontext. Published by Oxford University Press on behalf of The British Computer Society
- Howard Z. (2015) . Understanding design thinking in practice: A qualitative study of design led professionals working with large organisations
- Frutiger A. (1989) . Signs and Symbols Their Design and Meaning. U.S.A.: Van Nostrand Reinhold



- Fu S. (2012) . User Interface Design By Applying Theories of Aesthetics. Lahti University of Applied Sciences
- Khast P. (2017) . UX/UI Design Process for Peer to Peer Financial Platform. Helsinki Metropolia University of Applied Sciences
- Kress G., Leeruwen T. V. (2010) . The Grammar of Visual Design 2nd Edition. Routledge, Taylor & Francis Group
- Muritala Okunola O. (2015) . User Experience of E-Government Services: A case Study Based on The Nigeria Immigration Service, Department of Languages, Information & Communications Manchester Metropolitan University
- Peedu G. (2011) . Enhancing Public Service User Experience in Information Society. Master Thesis. The Tallinn University Institute of Informatics
- Pernile J. Soland Jackson D. (2015). Why Projects Don't Get Past Implementation. Master Thesis. AHO The Oslo School of Architecture and Design
- Rowland C. Charlier M. (2015) . User Experience Design for the Internet of Things. O' Reilly Media Inc.
- Rushkoff D. (2010) . Program or be Programmed: Ten Commands of Digital Age. New York: OR Books
- Sajjadi Karmaseh S. P. (2012) Adapting the Website Design Method WSDM towards - Recent Common Practices in Web Development, Vrije Universiteit Brussel, Faculty of Science and Bio-Engineering Sciences
- Semertzidis K. (2013) . Mobile application development to enhance higher education lectures. MSc Thesis. The University of York.
- Schmidt N. (2015) . More than meets the ear - Exploring the music experience through interaction design. AHO presents
- Soegaard M. (2014) . The Basics of User Experience (UX) Design. Book. Interaction Design Foundation
- Tilaye Bekele H. (2013) Design and Development a Website for Mc Kalla, Oulu University of Applied Sciences - Business Information Technology
- Topi S., Piechowiak A. (2015) . The Image of the Fictional and the Formation of the Imaginary - Two Parallel Stories. Theoretical Diploma Thesis. Aristotle University of Thessaloniki, Department of Architecture.
- Trender M. (2017) . The Actionable Guide to Starting Your Design System. UXPin Inc.
- Zemanek Bayse G. (2014) A Security Checklist for Web Application Design, SANS Institute

# 6.1 Web References

---

- ArchDaily/James Taylor-Foster. 2017. “Are.na” is an Online Tool for Contextualizing the Internet – Here’s Why It’s Useful to Architects. [ONLINE] Available at: <https://www.archdaily.com/867900/arena-online-tool-for-contextualizing-the-internet-useful-to-architects-urbanists-designers>. [Accessed 15 March 2018].
- Creativity at Work/Linda Naiman. 2016. Design Thinking as a Strategy for Innovation. [ONLINE] Available at: <https://www.creativityatwork.com/design-thinking-strategy-for-innovation/>. [Accessed 21 February 2018].
- IDEO/Tim Brown. 2008. Design Thinking in Harvard Business Review. [ONLINE] Available at: <https://www.ideo.com/post/design-thinking-in-harvard-business-review>. [Accessed 9 March 2018].
- Interaction Design Foundation/Jonas Lowgren. 2017. The Encyclopedia of Human-Computer Interaction, 2nd Ed.. [ONLINE] Available at: <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed>. [Accessed 15 March 2018].
- Interaction Design Foundation/Mads Soegaard. 2018. Accessibility: Usability for all. [ONLINE] Available at: <https://www.interaction-design.org/literature/article/accessibility-usability-for-all>. [Accessed 13 March 2018].
- Ryan Boudreaux. 2013. What is the difference between responsive vs. adaptive web design?. [ONLINE] Available at: <https://www.techrepublic.com/blog/web-designer/what-is-the-difference-between-responsive-vs-adap>
- Uxdesign/Grace Noh. 2018. Drag and Drop for Design Systems. [ONLINE] Available at: <https://uxdesign.cc/drag-and-drop-for-design-systems-8d40502eb26d>. [Accessed 13 March 2018].
- UXMatters/Frank Guo. 2012. More Than Usability: The Four Elements of User Experience, Part I. [ONLINE] Available at: <https://www.uxmatters.com/mt/archives/2012/04/more-than-usability-the-four-elements-of-user-experience-part-i.php>. [Accessed 9 March 2018].
- UX Pin/Speider Schneider. 2017. Amazon’s A-to-Z of E-commerce UI/UX Design. [ONLINE] Available at: <https://www.uxpin.com/studio/blog/amazons-z-e-commerce-uiux-design/>. [Accessed 6 March 2018].
- Whatis.com/Margaret Rouse. 2017. World Wide Web (WWW). [ONLINE] Available at: <http://whatistechtarget.com/definition/World-Wide-Web>. [Accessed 14 March 2018].
- Wiley Online Library/Laura Garton, Caroline Haythornthwaite, Barry Wellman. 1987. Studying Online Social Networks. [ONLINE] Available at: <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.1997.tb00062.x/full>. [Accessed 11 March 2018].